



WisDOT/AAA Wisconsin Meeting Thursday, October 14, 2004

People in attendance

Ernest (Ernie) Stetenfeld - Vice President, Corporate Relations
Tim Bannon - Vice President, Sales and Service
Michael Bie - Public Relations Coordinator
Roy Hinz - Community Relations Coordinator
Jim Durkin - Director, Emergency Road Service
Cathy Wittenwyler - Regional Manager
Sandy Beaupre, WisDOT BOP
Casey Newman, WisDOT BOP
Jonquil Johnston, WisDOT BOP

1. Overview of WisDOT's meeting purpose and WisDOT's long-range plan by WisDOT staff:
The meeting began at 1:30. Sandy Beaupre gave an overview of WisDOT's upcoming long-range transportation plan, *Connections 2030* (C2030). WisDOT is currently seeking input on transportation planning issues from stakeholder groups and larger Wisconsin cities. Plan alternatives should be available for public comment in July of 2005. The plan is scheduled to be completed in 2006.
2. Gathering of input from the AAA of Wisconsin: Discussion focused on the following issues:
 - a. Long Range Plan Organized Around Corridors
AAA Wisconsin staff members asked for an explanation of the corridor concept that will be used in the long range plan. WisDOT staff explained corridors would be delineated to illustrate transportation services and connections within geographic bands. The goal of the corridor approach is to prioritize future transportation services and to correlate the corridor planning efforts in DOT Districts. The corridors delineated by WisDOT will also attempt to coordinate local government plans and ideas with the state transportation plan. AAA Wisconsin staff noted they support intergovernmental management of the corridors and would like to see intergovernmental coordination and cooperation addressed in the long range plan.
 - b. Balancing Transportation Investment
AAA Wisconsin staff members asked how WisDOT would balance reinvestment in the urban core (such as the Milwaukee freeway and Marquette Interchange) with investments needed in growing areas of the state (such as St. Croix County on the Wisconsin-Minnesota border). The AAA staff asked what types of factors are used to make determinations about where funding will be spent. WisDOT stated multiple

factors are used, including population growth and infrastructure age. WisDOT stated that the Connections 2030 survey conducted in the spring of 2004 (and handed out to AAA Wisconsin staff members) included questions designed to weigh the public's opinion about this very issue. The corridor framework of Connections 2030 will allow WisDOT staff to look beyond community borders and take a systems approach to transportation investment decisions.

c. Tourism and Travel Commerce

AAA Wisconsin staff noted certain transportation corridors in the state are heavily based on tourism and that tourism in Wisconsin is extremely auto-dependent. WisDOT staff said tourism and travel commerce would be covered in Connections 2030. It was noted also that tourists are challenging to reach as a stakeholder group.

d. Smart Technology in Transportation

AAA Wisconsin staff members asked if WisDOT is exploring the potential impacts of smart technology developments on the revenue stream. AAA staff stated rising fuel efficiency, alternatives fuels, and alternative engines make the traditional means of revenue (gas tax) less of a measure of actual use of the transportation system. They wondered if other means of measuring use and collecting revenue are being explored. AAA staff members asked questions about the potential for electronic registration and licensing, onboard technology, and tolls. WisDOT stated they are exploring these issues and looking at examples from other states. AAA staff members stated private investment in alternative fuel vehicles and other technologies could outweigh the public investment during the Connections 2030 timeline. AAA Wisconsin stated their support for investments in ITS and new technologies.

e. Population Trends

AAA Wisconsin staff said they are aware the population is aging in Wisconsin, that Wisconsin is projected to grow less than other states in overall population, and that Wisconsin is projected to experience growth in ethnic populations. They noted these trends would have impacts on the state's transportation needs. They wondered if WisDOT has explored using universal symbols for signage and pavement markings as is used in Europe. They stated their agreement that there are societal benefits to providing transportation options to people, but that the state needs to look for funding beyond the conventional revenue streams.

f. Funding and Performance Measures

AAA Wisconsin staff members would like to see WisDOT look at what will happen to the revenue stream over the next 25 years. WisDOT noted the long range plan will not address budget provisions in specific detail, but will most likely include some type of performance measures.

g. Modeling and Congestion Projections

Staff from AAA asked whether projections for levels of congestion would be included in the plan. WisDOT said modeling is currently underway, but it will look at usage of the system, growth potential, and other factors used to prioritize transportation investments. The long range plan most likely will not include level of service numbers within corridors.

h. Education, Enforcement, Emergency Response, and Engineering

AAA staff had several questions regarding feedback they have heard from their members.

They wondered if dedicated truck lanes would be considered. WisDOT noted this was one of the questions asked in the Connections 2030 survey and a topic of discussion at WisDOT.

AAA staff noted that construction related issues are the most common complaint from their members. They stated they would like to see better coordination and staging of construction projects and more user education and awareness campaigns.

Safety is a priority for AAA. Their staff asked if WisDOT's budget included funding for public awareness campaigns and noted they advocate funding and actions toward more education, enforcement, and emergency response. They would like to see more safety measures such as primary-enforcement safety belt legislation, carefully controlled sobriety checkpoints and booster seat legislation. They advocate better geometrics and engineering to make intersections safer and more forgiving to driver error. They would also like to see increases in the number of state troopers and a higher level of enforcement for speeding and other traffic laws that directly influence the safety of the state's roadways. They noted they do not expect to support the combination of the State Patrol and the Capitol Police because of potential problems with commingling of appropriate Transportation Fund support for State Patrol functions with Capitol Police funding, which should be General Fund-derived.

AAA staff also noted they believe people would be more willing to use alternatives to personal automobiles if alternatives such as bus and rail were more convenient and comparable in travel time to automobiles.

AAA staff provided WisDOT with some information on AAA Wisconsin's Road Improvement Demonstration Program, a recent and ongoing public-private partnership to reduce the frequency and severity of crashes and injuries at urban intersections. An electronic version of this information is attached.



NEWS

FOR IMMEDIATE RELEASE
August 16, 2004

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EFFORT TARGETS CRASH & INJURY REDUCTION AT INTERSECTIONS

— AAA and government partners launch “Road Improvement Demonstration Program” to study, improve high-crash intersections in Milwaukee County. —

MILWAUKEE – AAA Wisconsin and cooperating government agencies announced here today a partnership formed to study and improve high-crash urban intersections in the area. The implementation of this program in Milwaukee County is the first instance in which a highly successful intersection-improvement program pioneered by AAA in Michigan has moved beyond the borders of that state.

AAA Wisconsin and its partners held an event to launch the Road Improvement Demonstration Program (RIDP). The RIDP is a public-private partnership designed to enhance traffic safety by reducing intersection-crash frequency and severity through targeted safety assessments and relatively low-cost, cost-effective engineering improvements. The event’s scheduled speakers were Milwaukee Mayor Tom Barrett, Wisconsin Department of Transportation Secretary Frank Busalacchi, AAA Wisconsin President Ted Gambill, Greenfield Police Chief Frank Springob, and Milwaukee County Executive Scott Walker.

The event was held at a corner of South 27th Street and West Layton Avenue. That intersection is one of 15 that AAA, the city of Milwaukee, Milwaukee County, the Wisconsin Department of Transportation, the Greenfield Police Department, and other partners involved in the program have targeted for study in the program’s first phase. The list of the program’s first 15 intersections slated for study was released at the event. *(A map accompanying this release identifies the 15 RIDP intersections.)*

“For those who design, build, maintain and patrol public roads, as well as for those of us who travel on them, the ramifications of hazardous intersections are clear: property damage, injuries and even deaths,” AAA Wisconsin President Ted Gambill said. “The good news is that relatively low-cost, highly cost-effective engineering solutions exist that can dramatically reduce the numbers of crashes and injuries that arise where two or more main roads cross.”

(— MORE —)

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AAA RIDP PARTNERSHIP – add 1

A steering committee comprising representatives of municipal, county, state and federal partner agencies has been established to guide the program. The committee selected the intersections to be studied for possible engineering improvements on the basis of crash statistics for the last three years and the potential of the intersections to be improved through relatively low-cost engineering solutions.

The intersections chosen are within or are shared by the cities of Milwaukee, Greenfield, Franklin, Oak Creek and Wauwatosa. Jurisdiction for the 15 intersections is held by a combination of those municipalities, Milwaukee County and the state. Two-thirds of the intersections are within the South 27th Street corridor.

AAA Wisconsin and its affiliated insurance organization, Auto Club Insurance Association, have committed \$60,000 in 2004 to fund the targeted safety assessments of the intersections selected for the program's first-phase. A consulting engineering firm experienced in intersection-safety assessments is being hired by AAA to evaluate the program's first 15 intersections this fall – once traffic settles into patterns typical of the school year. Engineers and police officials from partner agencies will also take part in the intersection-assessment process, which will result in recommendations for intersection improvements for the program's steering committee and the participating jurisdictions to consider.

AAA's Road Improvement Demonstration Program began in Michigan in 1996 and is now in place or in planning at more than 400 intersections in that state. The RIDP in Michigan has resulted in substantial crash and injury reductions at high-crash urban intersections studied and improved through the program.

An independent evaluation of the first 84 completed intersections in Michigan indicated reductions of more than 25 percent in crashes and more than 40 percent in injuries at those locations. Safety improvements at just these first 84 Michigan intersections can be expected to save society more than \$100 million during their 15-year project life. The types of relatively low-cost improvements made in Michigan were typically changes in signals, signs and pavement markings, and often focused on the visibility of these crucial intersection elements.

In addition to AAA Wisconsin, the RIDP partnership includes the city of Milwaukee, Milwaukee County, the Wisconsin Department of Transportation, and the Federal Highway Administration. Among other partners involved in the program to date are: the police departments of the cities of Franklin, Greenfield, Milwaukee, Oak Creek, and Wauwatosa; WisDOT's Bureau of Transportation Safety; the Southeastern Wisconsin Regional Planning Commission; Marquette University's Department of Civil and Environmental Engineering; and the Transportation Development Association of Wisconsin.

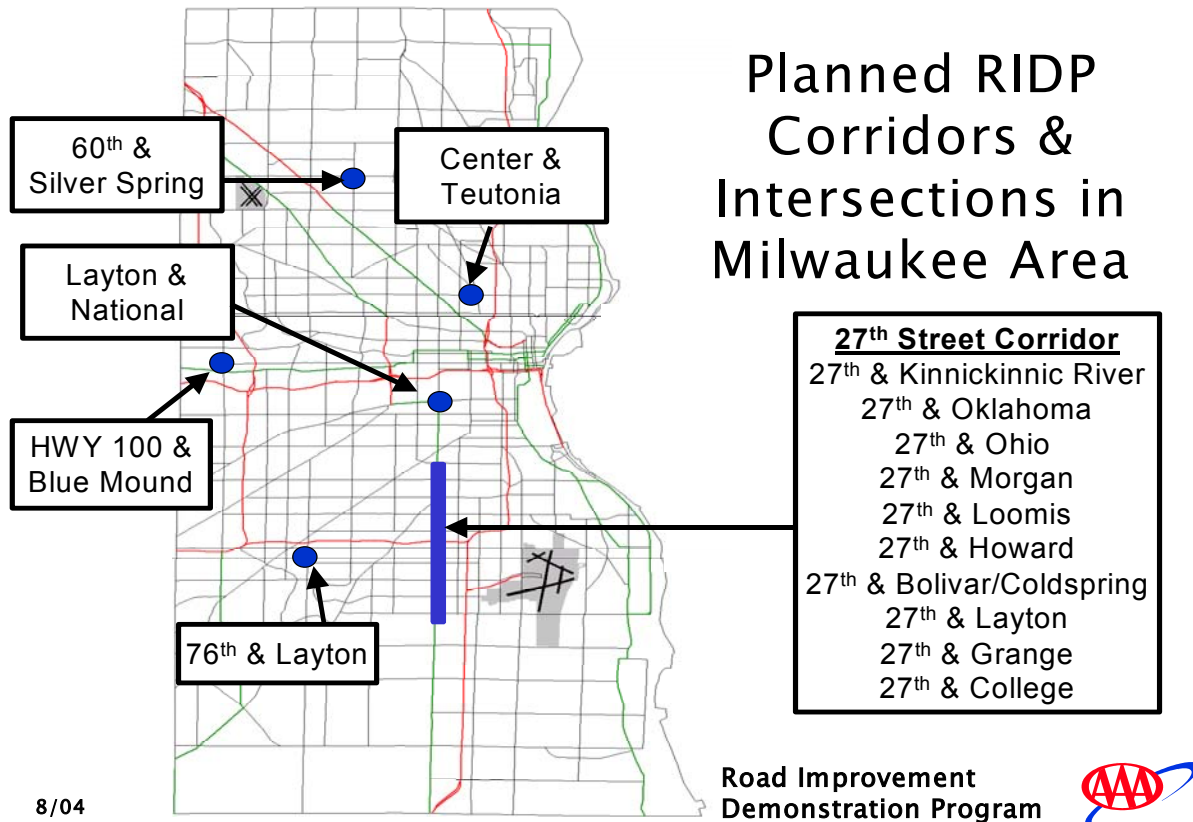
AAA RIDP PARTNERSHIP – add 2

“The public works departments of the both the city of Milwaukee and Milwaukee County, district and headquarters staff members of the Wisconsin Department of Transportation, and police officials from Milwaukee, Greenfield and other area municipalities have been key to helping us launch this traffic-safety effort,” AAA’s Gambill said. “The positive results this AAA program produced in Michigan are attractive to them from the perspective of their own agencies’ traffic-safety missions, and this program can help them evaluate and validate the kinds of intersection improvements they believe can help reduce intersection crashes and injuries.”

Gambill noted that the Road Improvement Demonstration Program in Wisconsin is intended to address two main objectives: 1) AAA wants to contribute knowledge, experience and seed money in a well-defined demonstration program intended to reduce the number and severity of collisions at high-risk urban intersections; and 2) AAA hopes to encourage a proactive approach to traffic safety in future engineering projects by passing along knowledge and expertise gained in partnership with public agencies that then may institutionalize the process for the traffic-safety benefit of all – including AAA’s members – who travel through the area’s intersections.

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AAA Wisconsin, which serves more than 590,000 members, provides automotive, travel, insurance and financial services, and operates through 30 offices across the state. AAA Wisconsin is part of The Auto Club Group (ACG), the largest affiliation of AAA clubs in the Midwest, with 4.2 million members in eight states. ACG clubs belong to the national AAA federation, a not-for-profit organization with nearly 47 million members in the United States and Canada.



First-Phase Milwaukee-area Intersections in AAA Road Improvement Demonstration Program (8/04)

	Intersection	Jurisdiction	Municipality	Annual # of Crashes*	Annual # of Injuries*
1	27th & College	State/County	Milwaukee, Greenfield, Franklin, Oak Creek	28	15
2	27th & Grange	State/City	Milwaukee, Greenfield	14	8
3	27th & Layton Ave	State/County	Milwaukee, Greenfield	28	16
4	27th & Bolivar/Coldspring	State/City	Milwaukee, Greenfield	14	5
5	27th & Howard	State/City	Milwaukee, Greenfield	25	9
6	27th & Loomis	City (CH) / City (CH)	Milwaukee	14	7
7	27th & Morgan	City (CH) / City	Milwaukee	19	5
8	27th & Ohio	City (CH) / City	Milwaukee	15	7
9	27th & Oklahoma	City (CH) / City	Milwaukee	24	11
10	27th & Kinnickinnic River Parkway	City (CH) / City	Milwaukee	14	6
11	Layton Blvd. & National	City / City	Milwaukee	21	13
12	60th & Silver Spring	City / City	Milwaukee	19	8
13	76th & Layton	County / County	Greenfield	25	7
14	Center & Teutonia	City / City	Milwaukee	17	9
15	Mayfair (Hwy 100) & Blue Mound (US-18)	State/City	Milwaukee, Wauwatosa	28	17
TOTAL				305	143

* Crash and injury figures are annual averages over a three-year period, 2001-2003. The order of intersections listed does not represent a ranking. "CH" above denotes a connecting highway, a roadway that is the continuation of a state highway through a municipality and for which the municipality has jurisdiction and receives state aid.



AAA ROAD IMPROVEMENT DEMONSTRATION PROGRAM **FACT SHEET**

- The AAA Road Improvement Demonstration Program (RIDP) is a public-private partnership designed to enhance traffic safety by reducing the frequency and severity of crashes at high-risk urban intersections.
- The AAA RIDP began in 1996 with an agreement between AAA Michigan and the city of Detroit. This demonstration program has entailed AAA working directly with transportation engineers to make low-cost safety improvements to existing traffic signals, pavement markings and signs, with a goal of reducing traffic crashes at signalized intersections. Similar programs are in progress in Bay City, Grand Rapids and Port Huron, Michigan.
- Safety improvements have now been implemented at 175 high-crash signalized intersections (139 in Detroit and 36 in Grand Rapids). Projects at more than 130 additional intersections in planning or design phases will be completed by 2006.
- An independent evaluation of the first 84 completed intersections in Michigan indicated more than a **25 percent reduction in total crashes** and a more than **40 percent reduction in injuries**. Safety improvements at just these first 84 Michigan intersections can be expected to save society more than **\$100 million** over their 15-year project life.
- The Milwaukee area is the first locale outside Michigan in which AAA is deploying the RIDP.
- The RIDP in Wisconsin is intended to address two objectives: 1) AAA wants to contribute knowledge, experience and seed money in a well-defined demonstration program intended to reduce the number and severity of collisions at high-risk urban intersections; and 2) AAA hopes to encourage a proactive approach to traffic safety in future engineering projects by passing along knowledge and expertise gained in partnership with public agencies that may institutionalize the process for the traffic-safety benefit of all.
- A steering committee of partner-organization representatives will direct the Wisconsin RIDP.
- During 2004, AAA Wisconsin will be funding safety assessments of 15 high-crash intersections in the Milwaukee area. The safety assessments will identify safety deficiencies and recommend mitigation measures at each of the intersections. The intersections were chosen by the RIDP Steering Committee for safety assessment based on crash history.
- In addition to AAA Wisconsin, the RIDP partnership includes the city of Milwaukee, Milwaukee County, the Wisconsin Department of Transportation, and the Federal Highway Administration. Among other partners involved in the program to date are: the police departments of the cities of Franklin, Greenfield, Milwaukee, Oak Creek, and Wauwatosa; WisDOT's Bureau of Transportation Safety; the Southeastern Wisconsin Regional Planning Commission; Marquette University's Department of Civil and Environmental Engineering; and the Transportation Development Association of Wisconsin.
- The AAA RIDP has been the recipient of the following four awards:
 - 1998 Federal Highway Administrator's Safety Award
 - 1998 National Association of Governors Highway Safety Representatives Safety Award
 - 1999 Traffic Safety Association of Michigan Recognition Award
 - 2001 SEMCOG/MAC Award for Southeast Michigan's outstanding public-private partnership